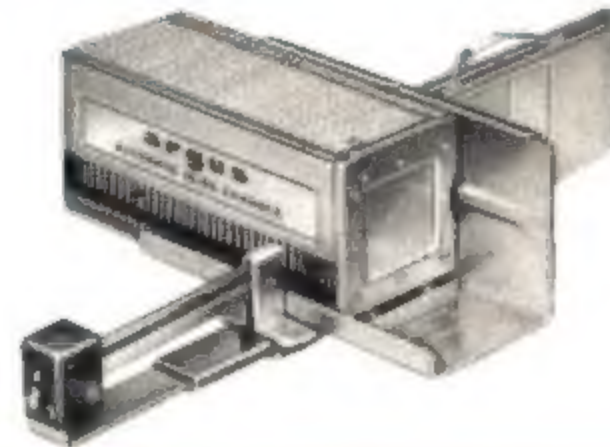


*the completely new*  
**argus** 300  
*projectors*



ACCESSORIES

**Automatic Slide Changer for Standard Projector**—The Argus Standard Projector can be converted to easy automatic operation with this quick-to-attach slide changer. Slide magazines can be changed in seconds. And slides cannot fall out. Only \$14.95.



**New Remote Control Power Unit**—Easily attaches to the Automatic Slide Changer. Hand-fitting switch on the end of 15 feet of cord gives you easy, push-button operation from anywhere in the room. Only \$24.50.



**New Argus "Six-Pack" of extra magazines**—Contains six complete magazines, with a handy carrying handle that folds down for storing. Each 36-slide magazine is packed in its own box, with a "see-thru" cover for a quick reading of index tabs. Only \$13.50.



**New Argus Expandable Slide Magazine Carrying Case**—Grows with your slide collection! Basic case carries 15 magazines. To increase capacity, you can add one or more 15-magazine center sections. Lightweight and portable, handsome luggage type styling, \$8.50. Accessory center sections, \$5.95 each.



**New Accessory Carrying Case for Standard Projector**—Durable, vinyl-covered, luggage-type—handsomely color-styled. This case has ready-made storage room for magazines if conversion to automatic projection is desired. Only \$8.95.

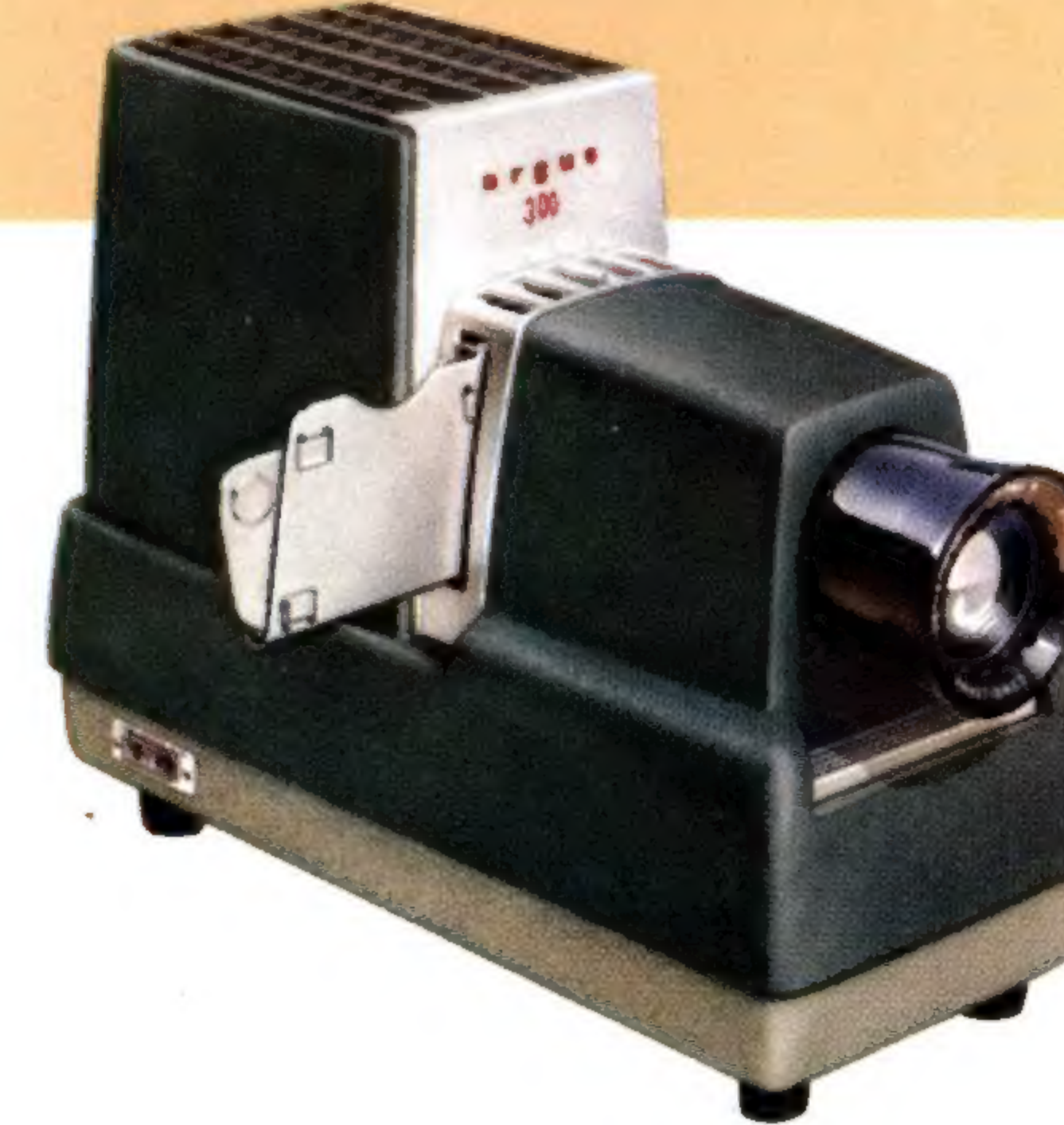


**SWEIGART'S PHOTO SERVICE SHOP**  
278-280 W. Market St.  
York, Pa.

the completely new  
**argus 300**  
projectors



**argus 300**  
**AUTOMATIC PROJECTOR** \$62.50  
With Automatic Slide Changer, "Single Slide Editor," and Carrying Case, \$50.50. Remote Control Power Unit available as an accessory.



**argus 300**  
**REMOTE CONTROL PROJECTOR**  
With Remote Control Power Unit, Automatic Slide Changer, Slide Magazine, "Single Slide Editor," and Carrying Case, ~~\$82.50~~ \$84.00  
79.50



**argus 300**  
**STANDARD PROJECTOR** \$39.50  
With "Single Slide Editor," ~~\$37.50~~ Automatic Slide Changer, Remote Control Power Unit, and Carrying Case available as accessories.

## AMERICA'S NEWEST PROJECTORS!

As pioneers in the field of 35 mm photography and color slide projection, Argus is constantly planning, studying, testing—to make each piece of photographic equipment a finer precision instrument than before.

And the latest result of these painstaking efforts is a new high in quality projection—the all-new Argus projectors.

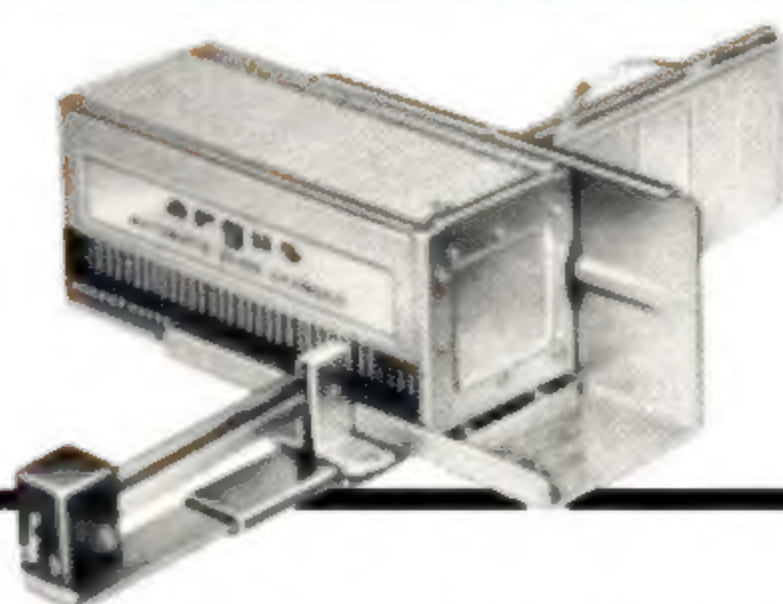
### Greatest projectors in Argus History!

Here is a complete new line of projectors—the Standard, the Automatic, and the Remote Control Models. And the Argus projectors provide complete versatility. They make it possible to convert from Standard to Automatic, or Automatic Remote Control operation . . . in just one simple operation.

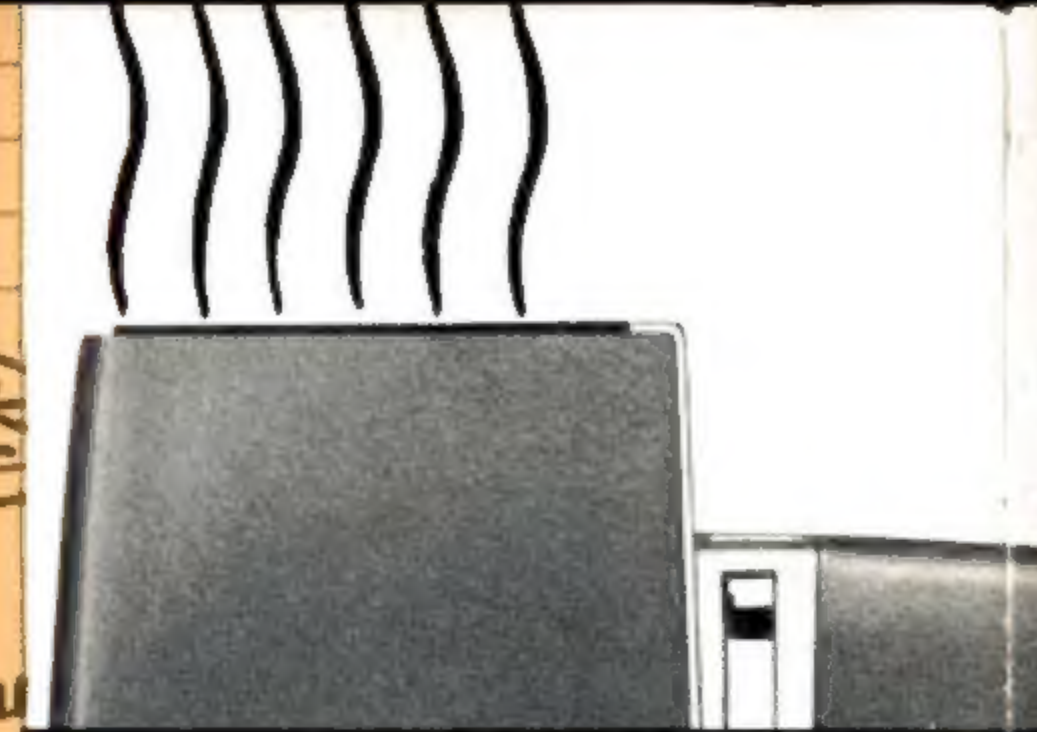
Among the many Argus advances they offer is a new scientifically perfected optical system that combines with a new precision lens to give you *clearer, brighter-than-ever* pictures. As other great new features described on these pages will show you, each new projector is quality-engineered as the fitting companion for your 35 mm camera.

Let your Argus dealer show you how breathtakingly beautiful color slides look with any of these Argus projectors.

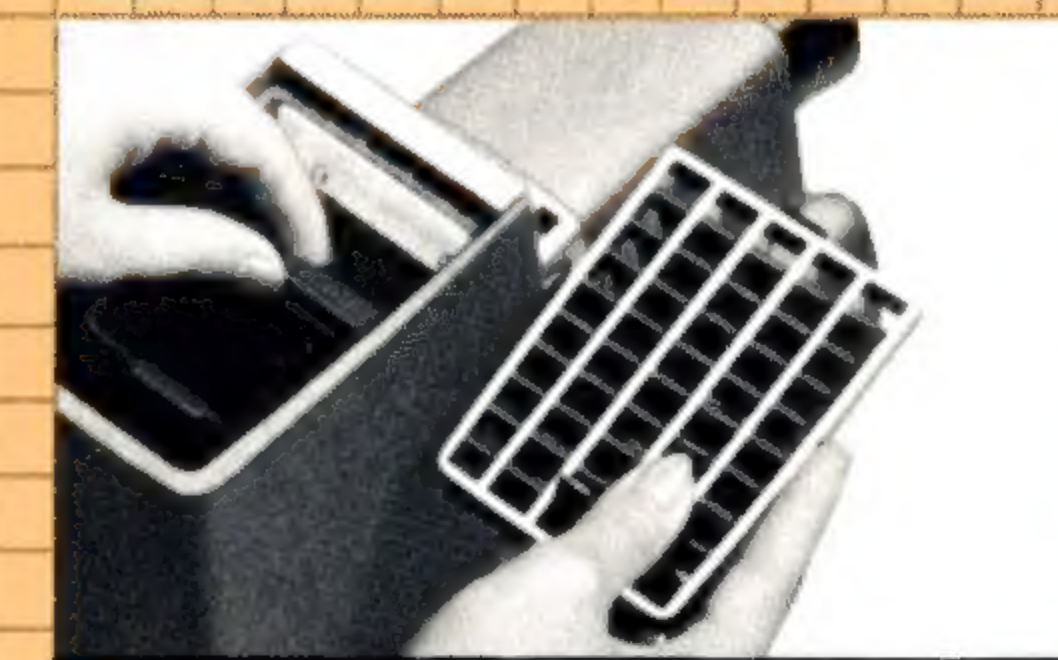
Once you've seen them in action, we're sure you'll agree, they're the newest and finest Argus projectors ever.



**Easy-does-it . . . with this automatic changer!** A quick push-pull of the operating lever automatically shows and changes your slides, then returns them to the magazine in perfect order. 36-frame aluminum magazine protects slides from dirt and dog-earing.



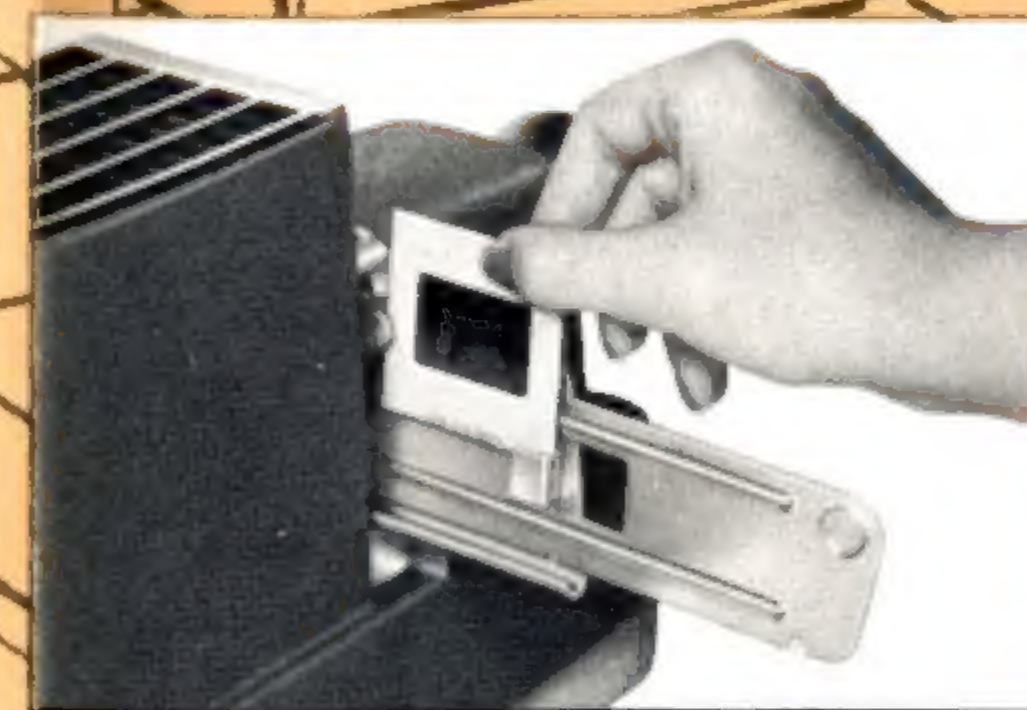
**Cooler-than-ever operation!** All Argus projectors now have an *entirely new*, dual-airflow cooling system that together with a powerful blower, keeps slides and projector safely cool.



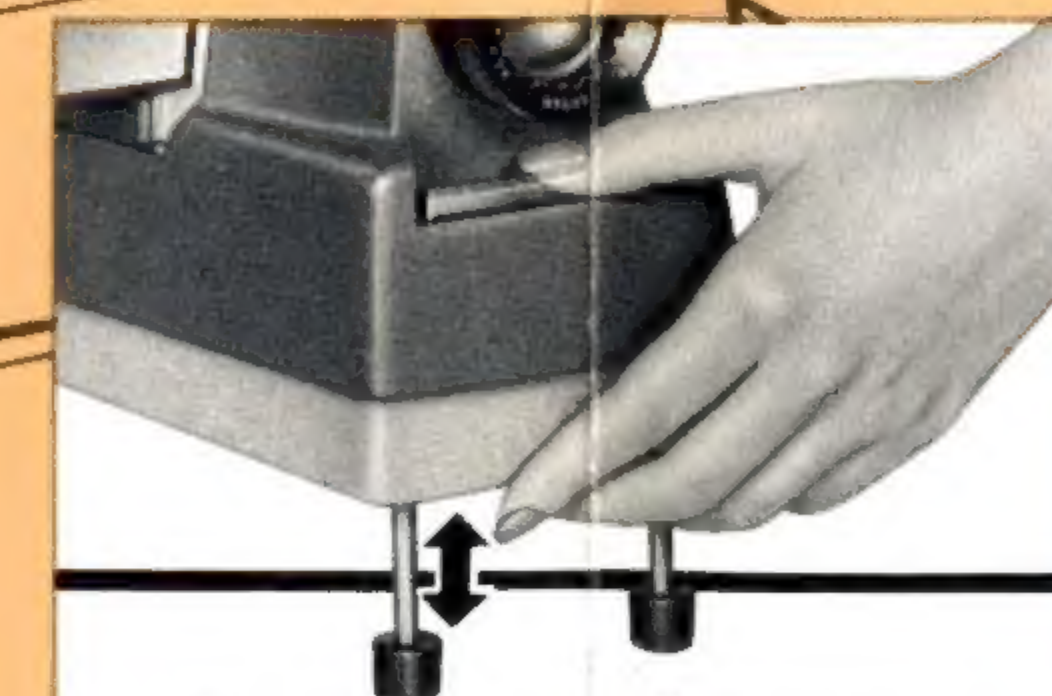
**Lamp and condenser lenses easily accessible!** Three-element condenser lens system has a new type mounting that permits easy removal as a complete unit. You can quickly remove lamp or entire condenser system for easy cleaning.



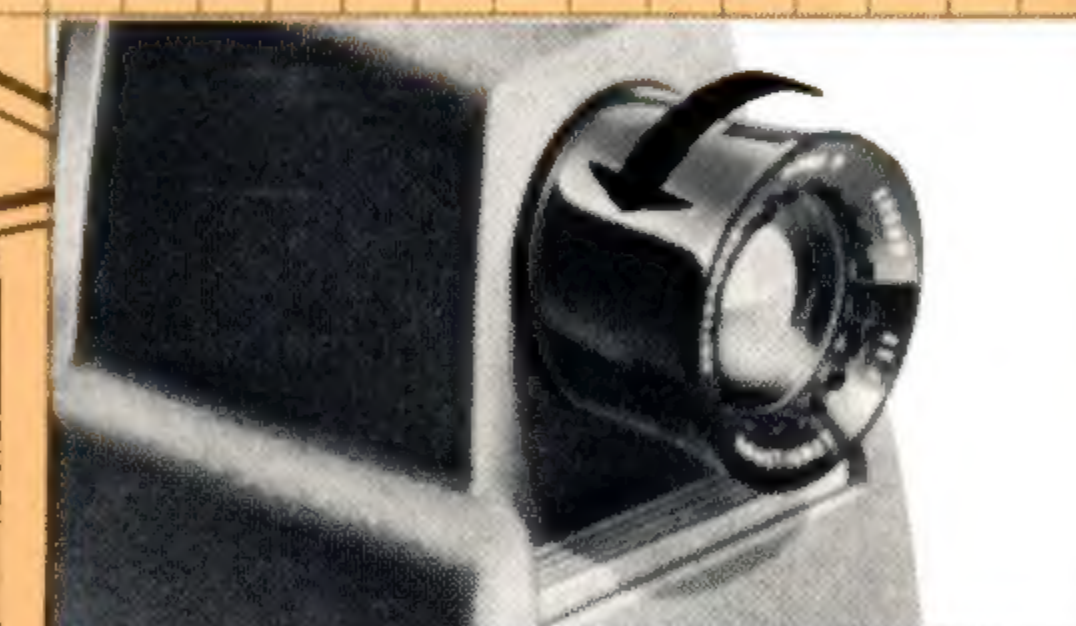
**New Remote Control Power Unit** lets you operate your Argus projector anywhere in the room. This new unit attaches easily to any Argus projector. Available as an accessory.



**New "Slide Editor" included at no extra cost!** Lets you see your new slides individually—lets you edit your slides and arrange them in the magazine in story-telling sequence.



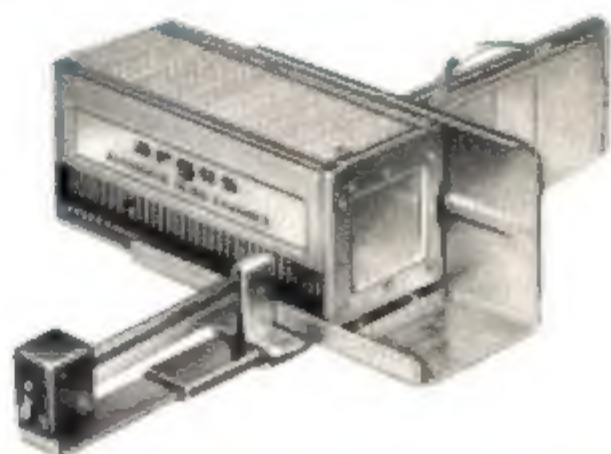
**Easy-elevating adjustment!** A quick finger-tip touch of typewriter-type bar vertically centers the picture on the screen for perfect viewing. Fast, positive action allows independent projector leg movement.



**A new precision, 4-inch, f:3.3 lens** together with the new condenser system, gives you *brighter-than-ever* pictures and *big pictures* even in a small room. No dimmed-out edges! No hot spots!

# ACCESSORIES

**Automatic Slide Changer for Standard Projector**—The Argus Standard Projector can be converted to easy automatic operation with this quick-to-attach slide changer. Slide magazines can be changed in seconds. And slides cannot fall out. Only \$14.95.



**New Remote Control Power Unit**—Easily attaches to the Automatic Slide Changer. Hand-fitting switch on the end of 15 feet of cord gives you easy, push-button operation from anywhere in the room. Only \$24.50.



**New Argus "Six-Pack" of extra magazines**—Contains six complete magazines, with a handy carrying handle that folds down for storing. Each 36-slide magazine is packed in its own box, with a "see-thru" cover for a quick reading of index tabs. Only \$13.50.



**New Argus Expandable Slide Magazine Carrying Case**—*Grows with your slide collection!* Basic case carries 15 magazines. To increase capacity, you can add one or more 15-magazine center sections. Lightweight and portable, handsome luggage type styling, \$8.50. Accessory center sections, \$5.95 each.



**New Accessory Carrying Case for Standard Projector**—Durable, vinyl-covered, luggage-type—handsomely color-styled. This case has ready-made storage room for magazines if conversion to automatic projection is desired. Only \$8.95.



**SWEIGART'S PHOTO SERVICE SHOP**  
278-280 W. Market St.  
York, Pa.